

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
Lisa@KidStuffPR.com



CHILDHOOD PLAYTHINGS AUTHORITIES PARENTS' CHOICE & KIDSTUFF PUBLIC RELATIONS APPLAUD SIX TOP TOYMAKERS

*As KidStuff PR Celebrates 25 Years Of Promoting, Well, Kids' Stuff,
They Tip Their Hats To The Best of the Best Who Happen To Be Clients!*

Black Earth, WI (February 22, 2019) – Beanie Babies, Bop-It and Barney were familiar childhood themes 25 years ago when KidStuff Public Relations opened shop in 1994 to promote an educational toy store chain called *Zany Brainy*. Back then, toys on the store shelves were reviewed and ranked by Parents' Choice Foundation, already well-established since 1978. The two entities come together this year to celebrate milestones and to praise the best of the best of KidStuff PR clients – recent winners of a highly-respected Parents' Choice Award®.

In 25 delightful years, KidStuff PR clients have won truckloads of honors. Only a rare few have been able to boast of a Parents' Choice Award®. In anticipation of the 2019 American International Toy Fair, KidStuff PR's founder and President Lisa Orman tips her hat to six clients who are superb in every way. Their childhood playthings range from a plush horse and Baby Beluga board game to circuitry, logic puzzle, kitchen capers and toddler train sets. Kids from coast to coast have a myriad of interests and KidStuff PR has been on the cutting edge of what's new in childhood play from plush and puzzles to the latest technological advances.

"We're proud of our ability to spot winning companies and products, both for media coverage and prestigious awards," Orman said. "It's very gratifying to think back on the clients we've worked with and have been part of their successes and key developments."

Hit the applause button for these newest Parents' Choice Award winners represented by KidStuff PR:

CooperativeGames.com *Baby Beluga Game*

E-Blox *Circuit Blox*

Kangaroo Manufacturing *PopOhVer*

Piccoli Horses *Classic Plush*

Skullduggery *Max Flex RC 250 Blaze*

Smart Toys and Games *SmartGames Squirrels Go Nuts!* and

SmartMax My First Animal Train

"Lisa Orman has a keen eye for —and an appreciation of —toys and games that inspire playful learning," said Claire Green, president of Parents' Choice Foundation. "We always look forward to reviewing what's new from KidStuff PR."

Listed in alphabetical order by toymaker are Parents' Choice Award review excerpts worth reading:



Cooperative Games: Baby Beluga Game

• Ages 3+ • \$34.95

Parents' Choice Approved Award

“In this heartwarming game, players work together to guide Baby Beluga and his friends out to the ocean to swim wild and free. Created in collaboration with beloved children's entertainer (and multiple Parents' Choice Award winner) Raffi, this co-operative board game can be played with 1-8 players and allows for three levels of play. For the youngest, it's a gentle introduction to playing a board game – following directions, simple counting, identifying colors, and language. For older players, the emphasis is focused on cooperation, using social skills, and offering suggestions or encouragement to others.”



E-Blox: Circuit Blox-72 • Ages 8+ • \$32.99

Parents' Choice Gold Award

“As the name signals, Circuit Blox are building bricks that can be configured to conduct electricity. The 35-piece set includes bricks, a maze, hand-crank generator, light-up heart and star shapes, push button and reed switches and more; the easy-to-follow manual offers 72 projects that conduct electricity to produce different effects. Appealing, well priced and (wait for it) compatible with other building bricks, this set sparks learning, creativity and fascinating discussion.”



Kangaroo Manufacturing: PopOhVer Stove and County Top Sets • Ages 3+ • \$39.99 each

Parents' Choice Gold Award

“With PopOhVer slipcovers, any straight back chair can become a pretend stove or a countertop. The innovative configuration and modern design serve up pretend play from role-playing to construction. Our young testers took charge of the meals as well as the renovation, moving the kitchen from the playroom to the bedroom and to Grandpa's apartment in Paris. Parents applauded the inventive design, easy assembly and storage and lamented that they'd been served fried eggs for weeks at a time.”



Piccoli Horses: Classic Plush • Ages 3+ • \$30.00

Parents' Choice Fun Stuff Award

“Our Piccoli testers reported that they'd never touched a softer horse. Cuddling and pretend play can be customized by choosing a palomino, brown or black plush body, and pattern for a fabric saddle. All are appointed with a blue ribbon to proclaim their winning status. The language development free app works terrifically in tandem with the plush.”



Skullduggery: Max Flex RC 250 Blaze •

Ages 3+ • \$59.99

Parents' Choice Fun Stuff Award

“The newest addition to the Max Flex line is geared for kids 3 and up so little drivers can get in on the racing action. But turn down the lights and that's where this set really shines. With 250 glow-in-the-dark flexible track pieces spanning 10 feet, this R/C racecar and track set has kids building and customizing twists, turns, and straightaways. Along with the glowing tracks, the cars feature undercarriage lights that create a trace of light as they whip around the course. The easy-to-control remote is sized right for small hands, and the tracks are a snap to put together, giving this set a trophy for fun.”



Smart Toys and Games: SmartGames Squirrels Go Nuts! • Ages 6+ • \$14.99

Parents' Choice Silver Award

“Squirrels Go Nuts is a clever sliding puzzle game by SmartGames. It includes a 6" square durable plastic puzzle board, a clear base tray that doubles as a storage lid, four variously configured sliding squirrel pieces, and a handful of plastic nuts. The starter and junior challenges use two or three squirrels; the expert, master and wizard, use all four. Stumped? No problem. The quickest solutions, illustrated with directional arrows, are at the back of the challenge book. This is a great way to help your child use and hone their planning, logic, problem-solving, spatial awareness skills. Improved patience is a bonus.”



Smart Toys and Games: SmartMax My First Animal Train • Ages 1+ • \$29.99

Parents' Choice Silver Award

“The SmartMax My First Animal Train is a safe age-appropriate introduction to magnet play. Pardon the pun, but our young testers were immediately drawn to this toy. The 25 pieces click together to form animals and a train that moves. The large pieces are easy and fun to use, whether matching in "correct" or "silly" modes. They mixed and matched train parts and colors, made elephants and tigers grow and roar, and talked about what the driver said to get the animals to board the train.”



ABOUT KIDSTUFF PUBLIC RELATIONS

Celebrating its 25th Anniversary: 1994 – 2019

What separates KidStuff PR from other agencies is the hands-on, personal approach that each client receives. Instead of being handed off to an Account Executive upon signing a contract, KidStuff PR clients continue to work directly with president Lisa Orman on a daily basis. Every month KidStuff PR clients grace the pages of top parenting and women's magazines alongside products from industry giants like Mattel, Hasbro and Spinmaster. KidStuff PR clients consistently garner so much media attention that the agency itself makes news! Lisa Orman is the go-to-pro to capture the value of public relations for both start-ups and successful companies and how social media plays into her clients' connection with their target market consumers. For testimonials, TV spots and current client roster, click on www.KidStuffPR.com.